

USDA Weekly Retail Shell Egg and Egg Products Feature Activity Advertised Prices for Shell Eggs & Egg Products to Consumers at Major Retail Supermarket Outlets during the period of 05/30 thru 06/05. (prices in dollars per carton)

| | SHELL EGG NATIONAL SUMMARY | | | | | | | | | | | | | |
|--------------|----------------------------|--------|----------|----------|------|---------|-----------|------------|------|------------------------|------|--------|------|--|
| | | | THIS \ | NEEK | | | PREVIO | US WEEK | (| PREVIOUS YEAR | | | | |
| Feature Rate | | 33. | 6% of 22 | ,900 sto | res | 25 | .9% of 22 | 2,900 sto | res | 43.6% of 23,200 stores | | | | |
| | | X LA | RGE | LARGE | | X LARGE | | LARGE | | X LARGE | | LAR | RGE | |
| | | Stores | Avg | Stores | Avg | Stores | Avg | Stores Avg | | Stores | Avg | Stores | Avg | |
| R | USDA GRADE AA | | | | | | | | | | | | | |
| E | White 12 pack | 10 | 1.79 | 490 | 1.66 | 10 | 1.79 | 200 | 1.19 | | | 1,430 | 1.27 | |
| G | White 18 pack | 100 | 2.61 | 340 | 2.83 | 130 | 2.71 | 1,590 | 3.03 | 10 | 2.69 | 420 | 1.89 | |
| U | Brown 12 pack | | | | | | | | | | | | | |
| L | USDA GRADE A | | | | | | | | | | | | | |
| A | White 12 pack | 150 | 2.11 | 2,220 | 1.54 | | | 200 | 1.34 | | | 1,820 | 1.47 | |
| R | White 18 pack | | | 570 | 2.08 | | | 150 | 1.90 | | | 620 | 1.92 | |
| | Brown 12 pack | | | | | | | 60 | 2.50 | | | 30 | 1.00 | |
| | USDA ORGANIC | | | | | | | | | | | | | |
| s | White 12 pack | | | | | 20 | 3.29 | | | | | | | |
| P | Brown 12 pack | 20 | 3.29 | 250 | 4.27 | | | 260 | 4.16 | 150 | 4.16 | 1,130 | 4.18 | |
| Ē | OMEGA-3 | | | | | | | | | | | | | |
| C | White 12 pack | | 2.90 | 830 | 2.39 | 190 | 3.16 | 1,710 | 2.33 | 760 | 2.63 | 1,740 | 2.54 | |
| ĭ | Brown 12 pack | | | 310 | 2.65 | | | | | | | 20 | 2.99 | |
| A | CAGE-FREE | | | | | | | | | | | | | |
| L | White 12 pack | | | 1,330 | 2.50 | | | 10 | 3.49 | | | 540 | 2.57 | |
| T | Brown 12 pack | | | 1,640 | 2.70 | | | 590 | 3.00 | | | 1,320 | 2.95 | |
| Υ | VEGETARIAN FED | | | | | | | | | | | | | |
| - | White 12 pack | 10 | 1.67 | 320 | 2.01 | 190 | 3.02 | 470 | 2.69 | 10 | 2.50 | 350 | 2.49 | |
| | Brown 12 pack | | | 170 | 2.60 | 20 | 2.79 | 1,370 | 2.33 | | | 220 | 2.49 | |

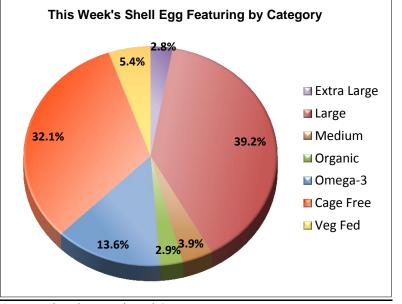
| Large White Eggs - Grade A or better, avg. feature price converted to \$/dozen | | | | | | | | | | | | |
|--|-----------|------------------|---------|------|-----------|--------|---------|--|--|--|--|--|
| 1.90 | | | | | 1.83 | | | | | | | |
| 1.50 (1.49) | 1.48 | | | 1.50 | | 1 | .56 | | | | | |
| 1.30 Apr 25-May-01 | May 02-08 | 1.3 May 09-15 | 4 May 1 | 6-22 | May 23-29 | May 30 | -Jun-05 | | | | | |

| Activity Summary | THIS WEEK | LAST WEEK | YEAR AGO | INVENTORY 5/ |
|---------------------|-----------|-----------|----------|---------------|
| Regular | 3,880 | 2,340 | 4,330 | Large Eggs on |
| Specialty | 5,000 | 4,830 | 6,240 | May-26-2014 |
| Total (includes MD) | 9,240 | 7,250 | 10,860 | 488.3 |
| Special Rate 4/: | 9.5% | 1.4% | 9.8% | up 1.6% |

5/: 1,000's of 30-doz cases

SHELL EGG and EGG PRODUCTS FEATURING

Promotional activity for regular shell eggs is higher than a week ago. The average price of Grade A or better, Large white eggs to consumers is lower than a week ago. Along with a drop in average price, grocers trying to stimulate buyer interest by offering considerably more "no price" incentives to shoppers. Notably, the Large egg inventory has maintained an almost constant level for the the past few weeks. Advertisements for Extra Large and Medium eggs are more visible this week. Promotional activity for specialty shell eggs is slightly higher. Cagefree brown and white eggs are most commonly featured following a dismal showing last week. Featuring of liquid egg products increases this ad cycle with the most activity in the Northeast region.



All report information gathered from publicly available sources including store circulars, newspaper ads, and supermarket websites.

1/: FEATURE RATE: the amount of sampled stores advertising any consumer grade of shell eggs during the current week, expressed as a percentage of the total sample. 2/: ACTIVITY INDEX: a measure of the absolute frequency of feature activity equal to the total number of stores for each advertised consumer grade of shell egg. (e.g., a retailer featuring XL and LG eggs in 100 stores would have an activity index of 200.) 3/: STORES/AVG: the total number of advertising outlets and the weighted average price weighted by the respective number of outlets. 4/: SPECIAL RATE: the percentage of sampled stores with a no-price promotion (e.g., buy 1, get 1 free, etc.)

| _ | | 1 | NORT | HFAST II S | | | | SOUTHE | AST U.S. | | 1 | MIDW | FSTILS | | | | |
|-------------------------------------|---|--------------------------------|------------------------------|------------------|---------|--------------|-----------------|--------------------------------|---------------------------------|---------------|---|--------------------------------|-----------------|--------|--------|--|--|
| | NORTHEAST U.S. (CT,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT) | | | | | | | | C,SC,TN,VA,W\ | /) | MIDWEST U.S. (IA,IL,IN,KY,MI,MN,ND,NE,OH,SD,WI) | | | | | | |
| Feature Rate 1/ Activity Index " | | | • • • • • • • | 0 sampled outlet | s | | 1 | 7.1% of 5,900 s | sampled outlets 0 (includes Med | ; | 42.0% of 4,200 sampled outlets Activity Index = 2,300 (includes Medium) | | | | | | |
| CLASS - | | | EXTRA LARGE | • | LARGE | | | ARGE | LAF | | | LARGE | | RGÉ | | | |
| | | CLASS | Price Range Stores Avg 3 | 3/ Price Range | Stores | Avg 3/ | Price Range | Stores Avg 3/ | Price Range | Stores Avg 3/ | Price Range | Stores Avg 3/ | Price Range | Stores | Avg 3/ | | |
| | SDA | White 12 pack | | | | | , | J | | | | , , | 1.19 | 10 | 1.19 | | |
| | RADE | White 18 pack | | | | | | | | | | | | | | | |
| | AA | Brown 12 pack | | | | | | | | | | | | | | | |
| | ^^ | MEDIUM | White 12 pac | | | | \ | White 12 pack | | | | White 12 pack | | | | | |
| | | White 12 pack | 2.19 140 2.1 | | 440 | | | | 1.25 - 1.69 | 500 1.51 | 0.99 | 10 0.99 | 0.49 - 1.69 | 720 | 1.47 | | |
| | SDA | White 18 pack | | 1.88 - 2.50 | 200 | 2.27 | | | 1.88 - 1.99 | 100 1.96 | | | 1.49 - 1.99 | 230 | 1.97 | | |
| G | RADE | Brown 12 pack | | | | | | | | | | | | | | | |
| | Α | MEDIUM | White 12 pac White 30 pac | | 160 | 1.00 | | White 12 pack White 30 pack | 1.39 | 20 1.39 | | White 12 pack White 30 pack | 0.99 | 60 | 0.99 | | |
| | USD | A ORGANIC | | | | | | | | | | | | | | | |
| | | White 12 pack | | | | | | | | | | | | | | | |
| S P | | Brown 12 pack | | 3.99 - 4.68 | 150 | 4.46 | | | | | 3.29 | 20 3.29 | | | | | |
| | OME | | | | | | | | | | | | | | | | |
| E | | White 12 pack | 2.50 - 3.99 120 2.9 | | | 1.99 | | | 1.77 | 10 1.77 | | | 2.00 - 2.88 | 90 | 2.17 | | |
| ī | | Brown 12 pack | | 2.50 - 2.79 | 300 | 2.66 | | | | | | | | | | | |
| Α | CAG | E-FREE | | | | | | | | | | | | | | | |
| L | | White 12 pack | | | | | | | 2.50 | 390 2.50 | | | 2.50 | 610 | 2.50 | | |
| Т | VE05 | Brown 12 pack | | 2.99 - 3.68 | 360 | 3.30 | | | 2.50 - 2.99 | 430 2.55 | | | 2.50 - 3.50 | 530 | 2.54 | | |
| Υ | VEGE | TARIAN FED | | 1.00 | 300 | 1 00 | | | | | | | | | | | |
| | | White 12 pack Brown 12 pack | | 1.99 2.50 | | 1.99 2.50 | | | | | | | 3.50 | 20 | 3.50 | | |
| | | BIOWII 12 Pack | SOUTH | CENTRAL U.S | 140 | 2.50 | | SOUTHW | VEST U.S. | | | NORTH | WEST U.S. | 20 | 3.50 | | |
| | | | | LA,MO,NM,OK,TX | LIT) | | | | H, NV) | | | | OR,WA,WY) | | | | |
| _ | Faa | ture Rate 1/ | | 0 sampled outlet | · · | | 3. | | sampled outlets | | | , , , | sampled outlets | 2 | | | |
| | | vity Index ^{2/} | Activity Index = 1 | • | | | | |) (includes Medi | | A | ctivity Index = 39 | • | | | | |
| | | White 12 pack | riotivity maox = 1 | 0.99 | | 0.99 | 1.79 | 10 1.79 | 1.88 - 1.99 | 280 1.89 | | ourney maox = oc | 1.50 - 1.99 | 110 | 1.69 | | |
| | SDA | White 18 pack | | 2.50 | | 2.50 | 2.25 - 2.79 | 100 2.61 | 2.49 - 3.29 | 190 3.10 | | | | | | | |
| G | RADE | Brown 12 pack | | | | | | | | | | | | | | | |
| | AA | MEDIUM | White 12 pag | k | | | \ | White 12 pack | | | | White 12 pack | | | | | |
| | | White 12 pack | · | 1.28 - 1.69 | 350 | 1.63 | | · | 1.69 | 130 1.69 | | · | 0.99 - 1.88 | 80 | 1.64 | | |
| U | SDA | White 18 pack | | 1.99 | 40 | 1.99 | | | | | | | | | | | |
| G | RADE | Brown 12 pack | | | | | | | | | | | | | | | |
| | Α | MEDIUM | White 12 pac | | 110 | 1.00 | | White 12 pack | 1.50 | 10 1.50 | | White 12 pack | | | | | |
| | Luco | A ODGANIC | White 30 pag | K | | | \ | White 30 pack | | | | White 30 pack | | | | | |
| | | A ORGANIC White 12 pack | | | | | | | | | | | | | | | |
| S P | | Brown 12 pack | | 3.99 | 100 | 3.99 | | | | | | | | | | | |
| | OME | | | 3.39 | 100 | 5.55 | | | | | 1 | | | | | | |
| C | ~ | White 12 pack | | 2.19 - 2.99 | 120 | 2.84 | | | 2.50 - 2.99 | 120 2.81 | | | 2.50 - 2.69 | 190 | 2.61 | | |
| С | | Brown 12 pack | | 2.19 | | 2.19 | | | 2.00 | .23 2.31 | | | 2.00 | .00 | | | |
| I | CAG | E-FREE | | =:.70 | | | | | | | | | | | | | |
| A L | | White 12 pack | | 2.50 | 320 | 2.50 | | | | | | | 1.99 - 2.99 | 10 | 2.42 | | |
| T | | Brown 12 pack | | 2.50 | | 2.50 | | | | | | | | | | | |
| V | VEGE | TARIAN FED | | | | | | | | | | | | | | | |
| • | | White 12 pack | 1.67 10 1.6 | 7 2.19 - 2.49 | | 2.29 | | | | | | | | | | | |
| | | Brown 12 pack | | 2.19 | | 2.19 | | | | | | | | | | | |
| | | a | al Marketing Service, Lives | 4 L D - 14 - 0 G | <u></u> | | (= 4 =) 00 4 4 | 4-4 144 77 | | 14110 1 01 | DOM: I MAIL | - B | · | | 2 of 3 | | |

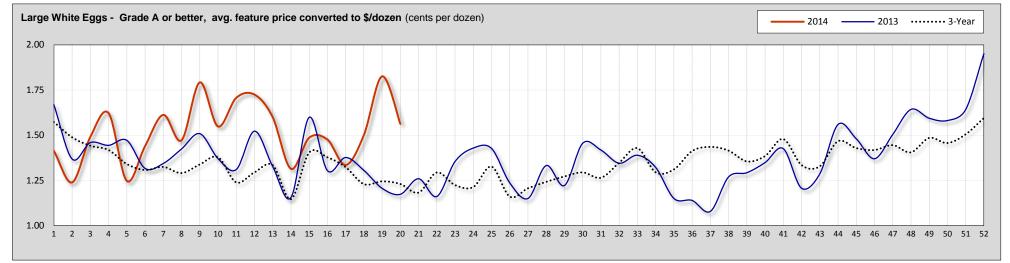


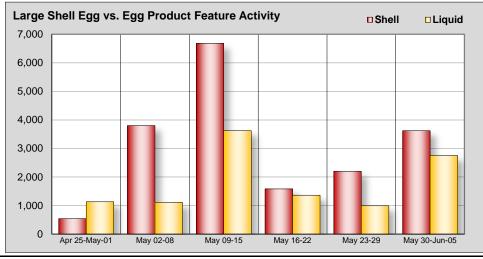
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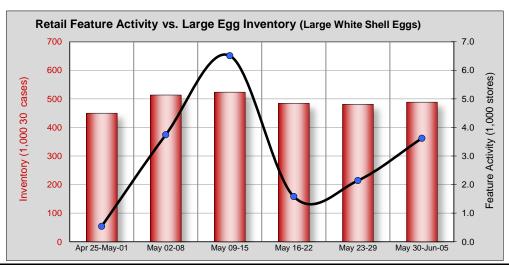
Advertised Prices for Shell Eggs & Egg Products to Consumers at Major Retail Supermarket Outlets during the period of 05/30 thru 06/05.

(prices in dollars per carton)

| EGG | THIS LAST | | LAST | NORTHEAST | | SOUTH | IEACT | MIDWEST | | SOUTH CENTRAL | | SOUTHWEST | | NORTHWEST | |
|-------------------|---------------|---------------|---------------|--------------|---------------|------------------------|---------------|-----------------------|---------------|-----------------------|---------------|-----------------------|---------------|-----------------------|---------------|
| PRODUCTS | WEEK | WEEK | YEAR | NOKII | IEASI | SOUTHEAST | | MIDWEST | | SOUTH CENTRAL | | SOUTHWEST | | NORTHWEST | |
| 1/ Feature Rate | 10.6% | 4.6% | 6.1% | 26.0% of 4,7 | 00 sampled | 18.9% of 5,900 sampled | | 0.5% of 4,200 sampled | | 1.2% of 4,200 sampled | | 0.9% of 2,800 sampled | | 0.0% of 1,200 sampled | |
| 2/ Activity Index | 2,750 | 990 | 1,540 | Activity Inc | lex = 1,400 | Activity Index = 1,260 | | Activity Index = 20 | | Activity Index = 50 | | Activity Index = 20 | | Activity Index = 0 | |
| | Stores Avg 3/ | Stores Avg 3/ | Stores Avg 3/ | Price Range | Stores Avg 3/ | Price Range | Stores Avg 3/ | Price Range | Stores Avg 3/ | Price Range | Stores Avg 3/ | Price Range | Stores Avg 3/ | Price Range | Stores Avg 3/ |
| 14-16 oz. crtn | 1,960 2.93 | 460 2.46 | 950 2.54 | 2.50 - 3.99 | 1,390 2.82 | 2.29 - 3.99 | 530 3.24 | 2.29 - 2.69 | 20 2.44 | | | 2.99 | 20 2.99 | | |
| 32 oz. crtn | 790 4.00 | 290 4.42 | 570 4.30 | 4.99 | 10 4.99 | 3.99 | 730 3.99 | | | 3.99 | 50 3.99 | | | | |
| 3 - 4 oz. cup | | 240 2.05 | 20 2.49 | | | | | | | | | | | | |
| 2 - 8 oz. cup | | | | | | | | | | | | | | | |







Note: See page 1 for explanatory notes.